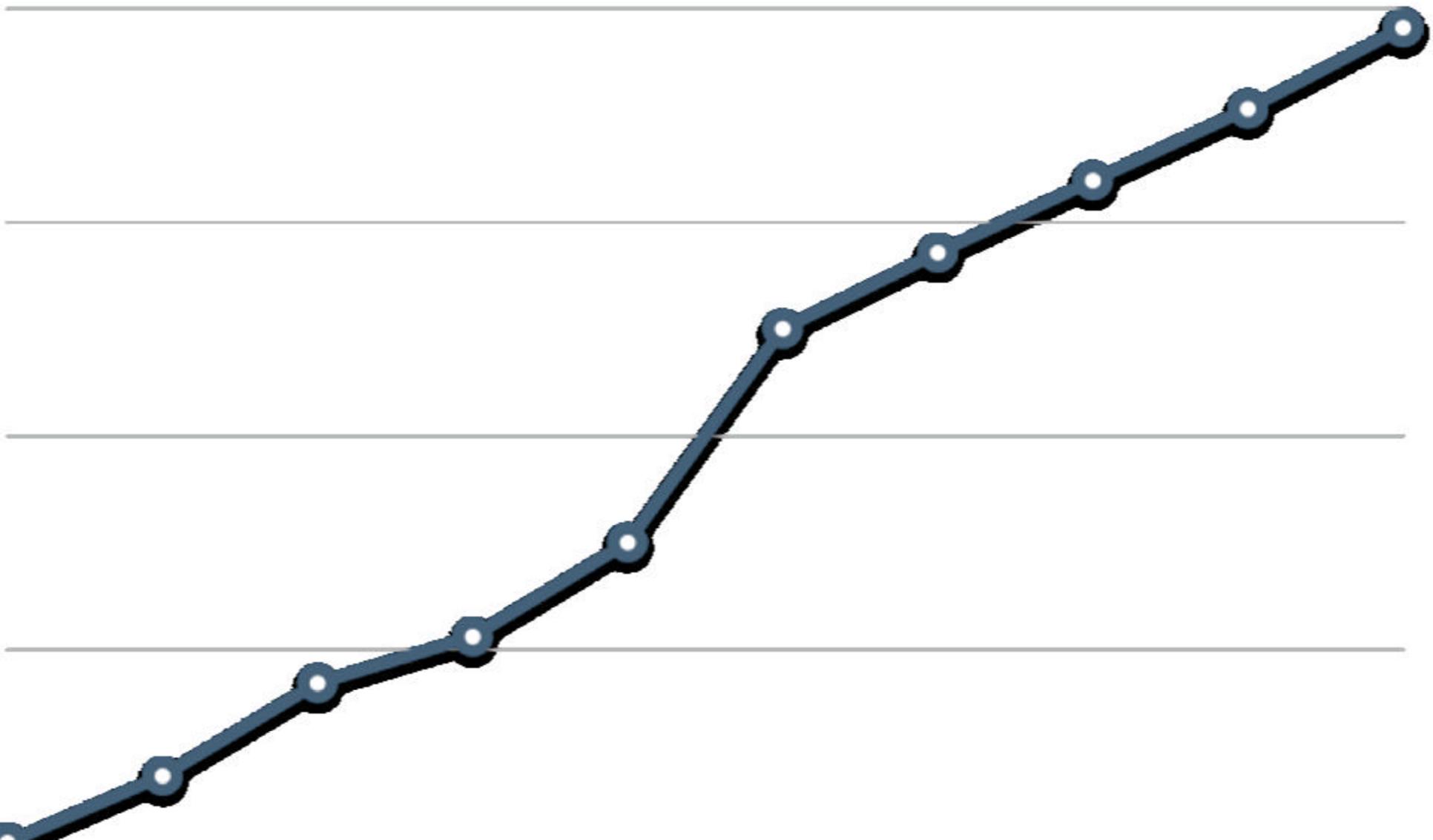
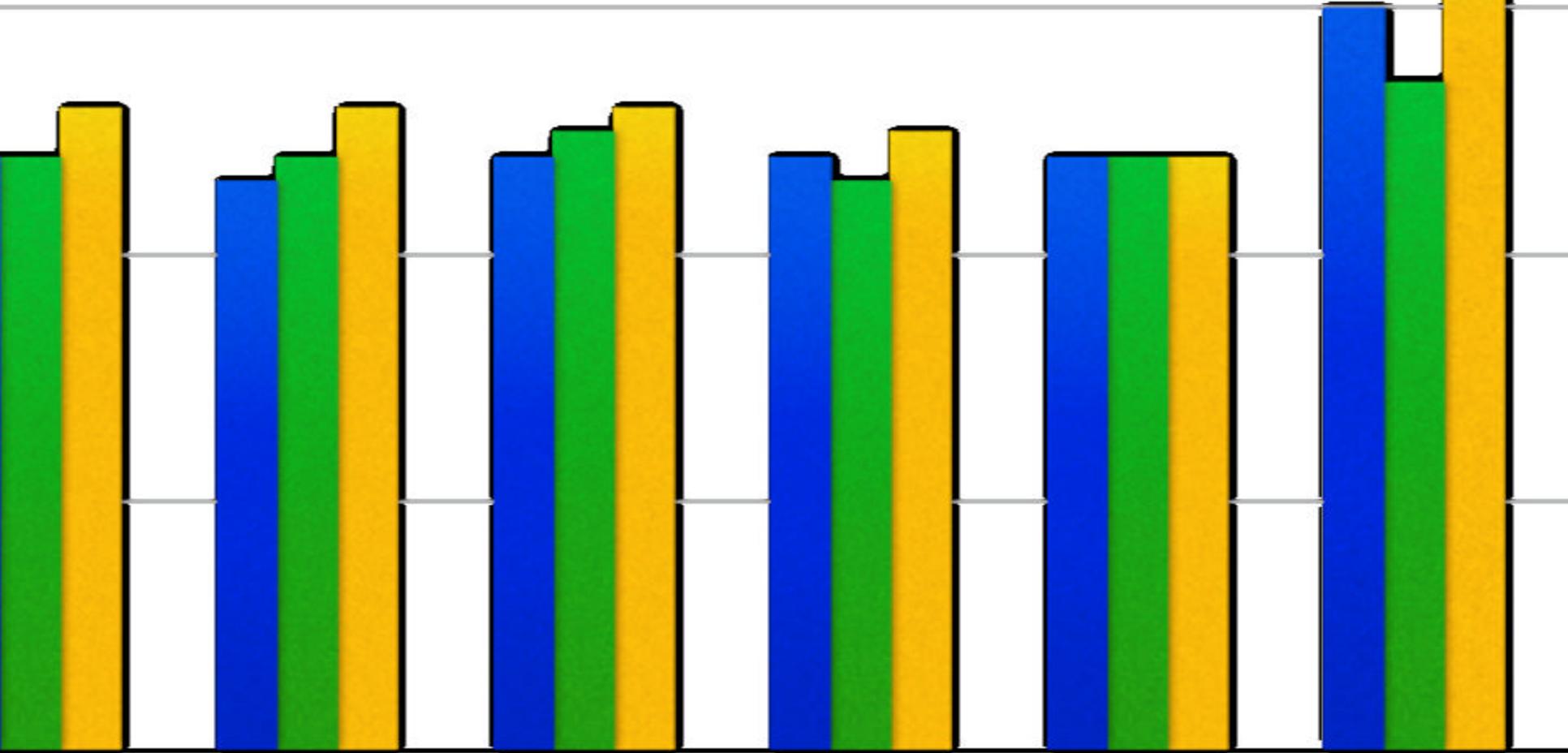


# Enrollment

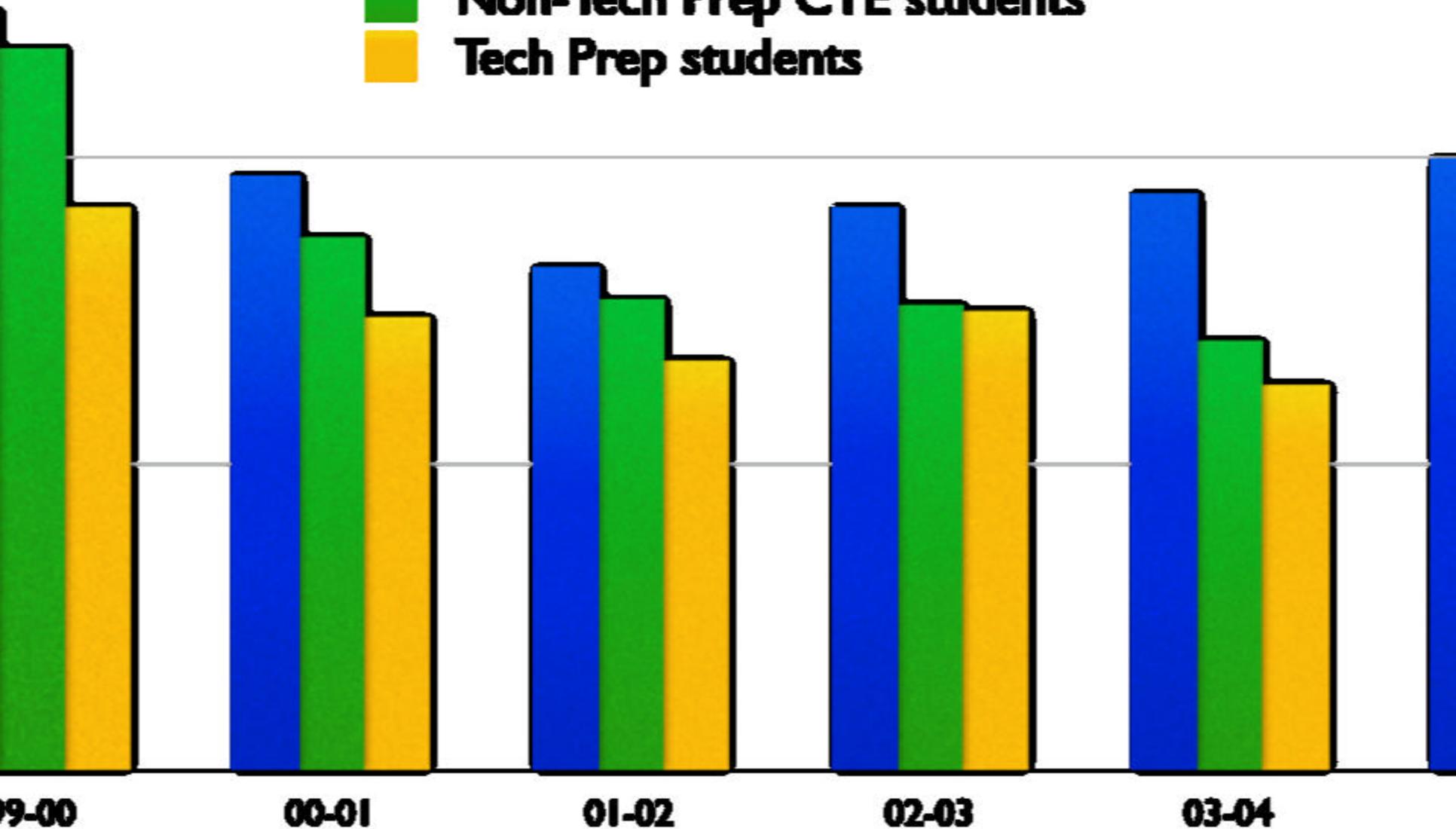
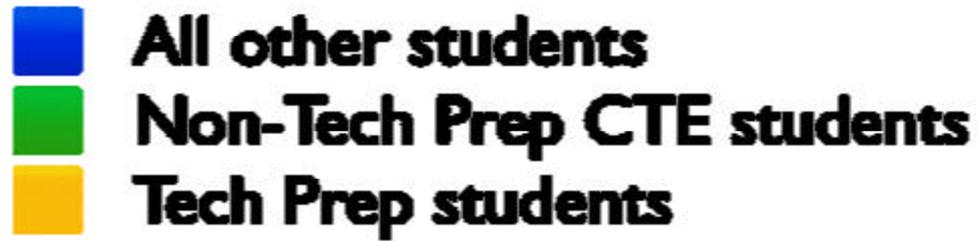
1996-97 to 2006-07



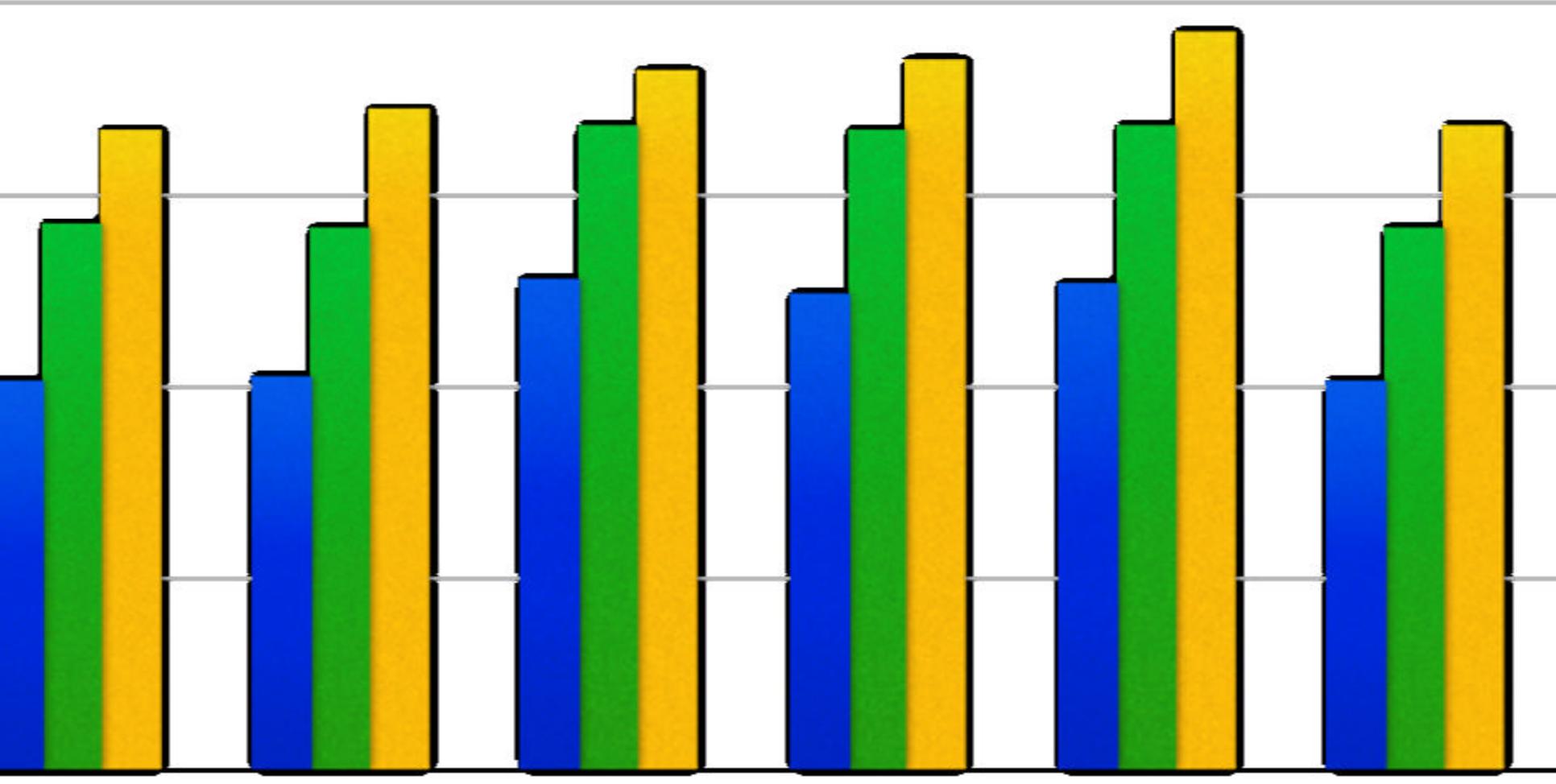
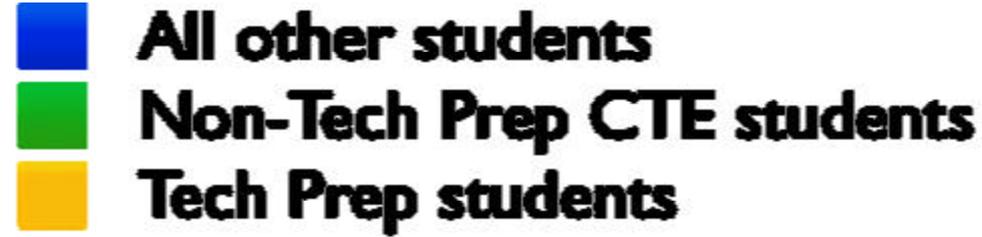
# State of Texas, Grades 10-12



# State of Texas



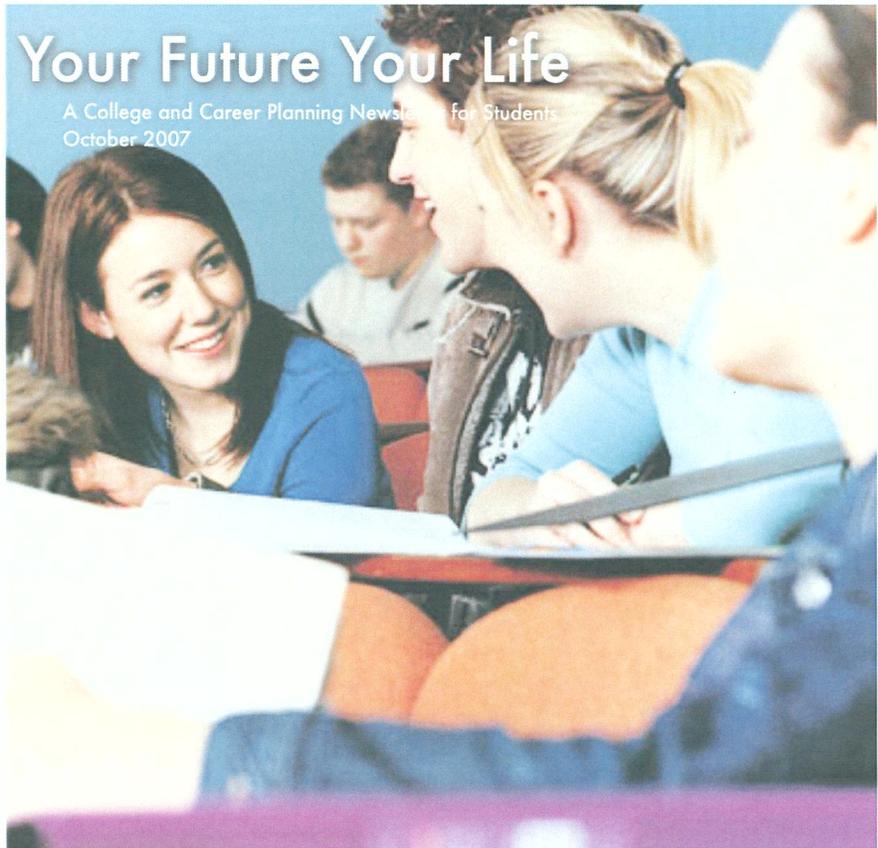
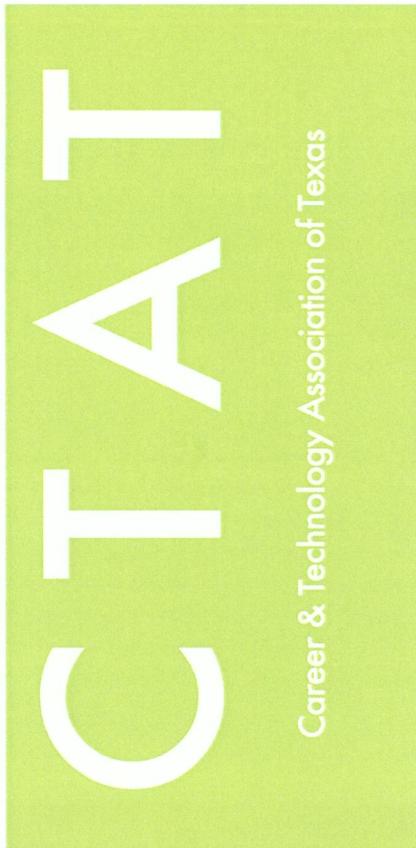
# State of Texas, Grade 12



# % Met Standard

	Code 0	Code 1	Code 2	Code 3
English Language Arts	90%	88%	91%	92%
Mathematics	80%	76%	81%	83%
Science	78%	73%	78%	80%
Social Studies	93%	92%	94%	95%
Tests Taken	70%	64%	60%	72%

Painovich



## Welcome Back

The most important investment you can make is in yourself

As you begin the school year, we hope you're feeling enthusiastic and motivated. But, as with any new year, you may be feeling overwhelmed by too much information about education and career planning.

In this issue, CTAT brings you concise and practical advice you can use when planning your future. This month, we are highlighting

Architecture & Construction and the Manufacturing Career Clusters. If these are not your area of interest, not to worry! Additional career clusters will be covered in the upcoming months.

CTAT encourages you to invest time in activities which will help you become a more well rounded person. Employers and colleges are looking for individuals who can offer special talents to their organization.

Check out the exceptional links you can tap into to access key information to assess your interests,

explore career fields of study and learn what you need to do to prepare to enter the workforce. All links in this newsletter are clickable if you are reading this electronically or you can visit the CTAT website at [www.ctat.org](http://www.ctat.org).

### Inside this Issue

Calendar of Events	2
Architecture and Construction	3
Manufacturing	4 - 5
Resources for your Future	6 - 9

## Have You...

- Joined a student organization?
- Volunteered at a community, business or industry partner to expand your knowledge & skill level?
- Volunteered at a hospital or non-profit organization?
- Asked your CTE teacher if there are any paid or unpaid internships in which you might be eligible?
- Enrolled in a community learning center and taken a course in your career area?
- If you plan to stay in Texas, taken a Spanish class?
- Researched scholarships you may be eligible for?

# OCTOBER

Focus career fields this month are:

- Architecture and Construction
- Manufacturing

Check out the many national and local events supporting these career clusters.

1

National Disability Employment Awareness Month

8

Columbus Day School Holiday!

13

Teens Networking Together Youth Summit 2007  
Tarrant County College  
Arlington, Texas

15 - 19

Careers in Construction Week

16

National Boss' Day  
Be sure you thank yours!

23 - 25

North Texas Construction Career Days  
Dallas / Ft. Worth International Airport

23 - 31

National Red Ribbon Week For a Drug - Free Nation

24 - 27

National FFA Convention  
Blue Jackets, Bright Future  
Indianapolis, Indiana

31

Halloween  
Jack o' Lanterns, Candy and Costumes - oh my!

## National Careers in Construction Week

The National Center for Construction Education and Research (NCCER) will host the third annual [Careers in Construction Week](#) October 15 - 19. This week is dedicated to a nationwide campaign to increase public awareness of and recognize the contributions of our nation's craft professionals, the men and women who build our infrastructure, our buildings, public spaces and our homes.

Activities have been planned across the country as well as in the United Kingdom and Africa. Check the [website](#) to see if any events have been planned in your area.

## Texas Construction Career Days

[Construction Career Days](#) will be held at the Dallas / Ft. Worth International Airport from October 23 - 25 and will expose high school students and adults to the rewarding and diverse careers in the construction industry.

The event originated in North Texas and kicked off a phenomenon that has now spread to more than 30 states in the US and several foreign countries. Interactive and hands-on activities include: a construction quiz bowl, pipe fitting competition, masonry or brick laying competition, dry-wall installation, computer aided design and more.



## Did you Know...

- The number of jobs requiring technical training is growing at five times the rate of other occupations.
- By the year 2008, there will be 952,000 net construction skilled, trade jobs VACANT. We will need one million+ new people each and every year thereafter.
- Thirty seven (37) out of every 100 jobs will be service technology
- Out of 500 careers surveyed by parents and their high school kids nationwide, construction ranked 498th! Only topless dancers and commercial fishermen ranked lower.



# Architecture and Construction

The Architecture and Construction Cluster is one of two career spotlights this month. Construction and Architecture are two of the largest industries in the world. Just look around you, they are part of nearly everything you see, touch and do. Your home, school, mall, grocery store... The Empire State Building, the White House, Hoover Dam, Golden Gate Bridge, the Taj Mahal, the Eiffel Tower... Architecture and Construction are everywhere!

These industries are predicted to add approximately one million new jobs between 2002 and 2012, an increase of 15%. Job opportunities are expected to be excellent and well-paying, especially for skilled trade workers due to large numbers of those eligible for retirement and fewer people with experience entering the skilled trades. There are three (3) programs of study in this cluster and numerous job opportunities.

Design / Pre-Construction	Construction	Maintenance / Operations
Architect	Carpenter	Boilermaker
Computer Aided Drafter (CAD)	General Contractor	Equipment Operator
Landscape Designer	Project Inspector	Specialty Contractor
Surveyor	Safety Director	Millwright

See your counselor to assess your interests and plan high school and college coursework that will prepare you for your career. Work together to create a four year or six year plan according to your needs using [AchieveTexas](#) or other district career pathway planning tools.

- ### Videos, Web Casts and More
- <http://careers.nccer.org/buildfuture.htm>
  - [http://acinet.org/videos\\_by\\_cluster.asp](http://acinet.org/videos_by_cluster.asp)
  - [http://careerinfonet.org/videos/cos\\_videos\\_by\\_cluster.asp?id](http://careerinfonet.org/videos/cos_videos_by_cluster.asp?id)
  - <http://contractorcity.com/>
  - <http://oxblue.com/client/woc/>
  - <http://podcastingnews.com/details/speakingofconstruction.com>
  - <http://enr.construction.com/people/multimedia/cast.asp>
  - [http://www.achievetexas.org/POS\\_Covers.htm](http://www.achievetexas.org/POS_Covers.htm)

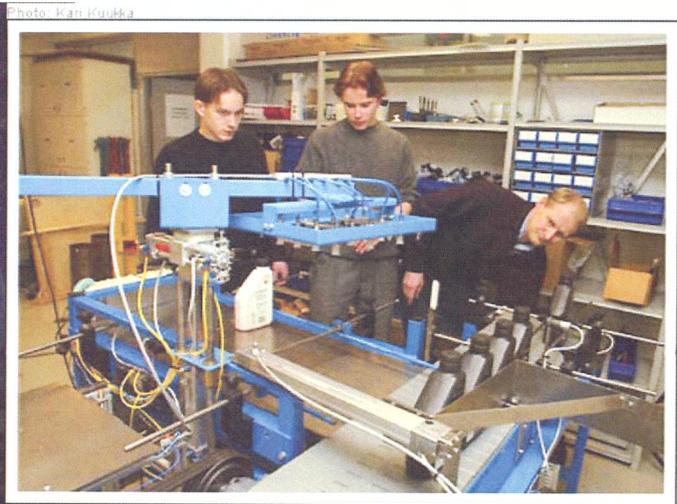
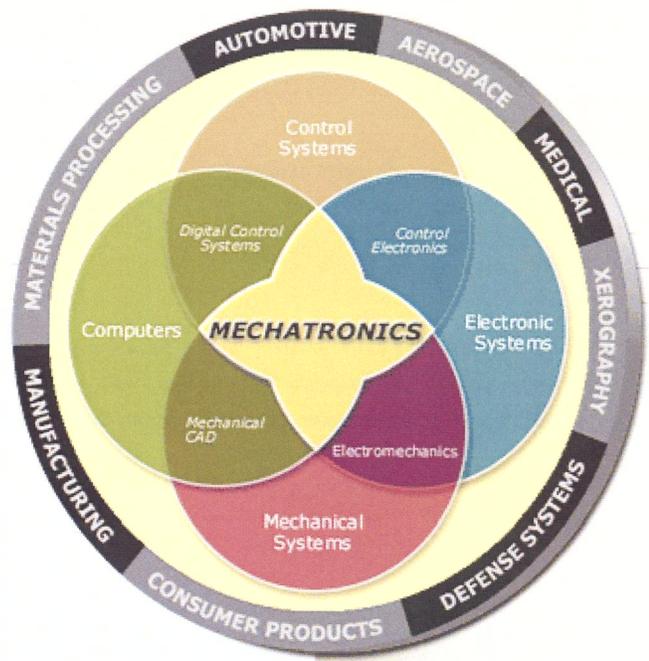


Photo: Kari Kuukka

# Manufacturing

Manufacturing is the engine that drives American prosperity, according to the National Association of Manufacturers. The manufacturing industry has sent out the word that skilled employees are high demand. New and evolving technologies offer career opportunities for those with skills and training in robotics, electro-optics, precision metal forming, nano-fabrication, hydraulics, pneumatics and much more. Whether you are into music, art, cars or computers, you can find a great career in manufacturing. Check out the [Dream It Do It](http://www.dreamitdoit.com) website to find out how.

High tech equipment and machinery is the mainstay in manufacturing facilities and is increasingly computerized, automated, systems-controlled and include software packages all to improve productivity and quality at the same time. Manufacturing is increasingly defined by the functional integration of mechanical, electronic, computer and control systems. Those with cross-disciplinary systems knowledge and skills verses specialized skills who are analytical and process-oriented will be in highest demand.

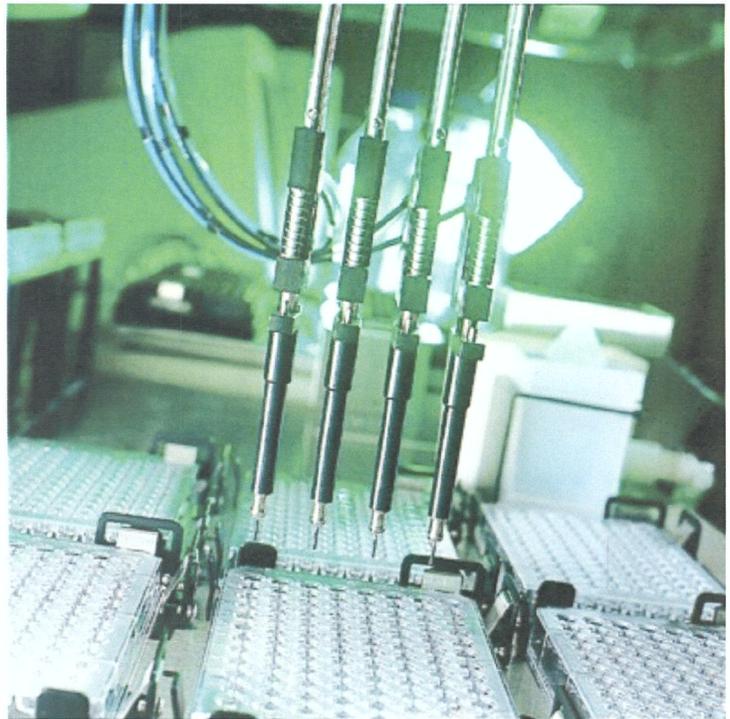


## Manufacturing Continued...

Over the past two decades, manufacturing productivity gains have been more than double that of other economic sectors. These gains enable Americans to do more with less, increase our ability to compete and facilitate higher wages for all employees. Manufacturing compensation averages more than \$66,000, the highest in the private sector and manufacturers are leaders in employee training.

Six programs of study are available in this cluster. Job opportunities are listed below each Program of Study. See your counselor to plan your coursework that will prepare you for your career.

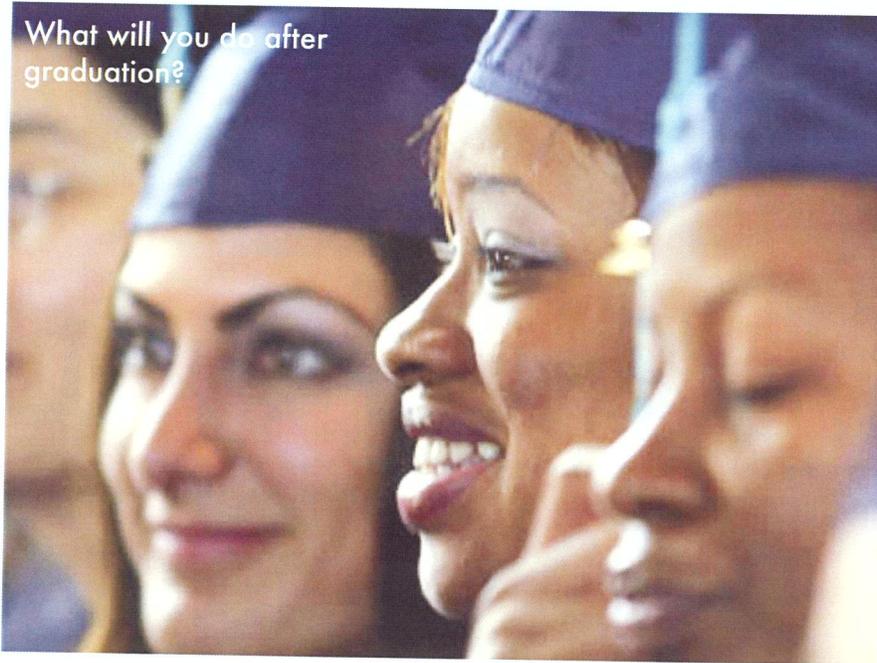
Check out [www.ctat.org](http://www.ctat.org) for a complete listing of links for Manufacturing.



Production	Manufacturing Production Process Development	Maintenance, Installation & Repair
Assemblers	Manufacturing Engineers	Laser System Technicians
Machine Operators	Process Developers	Job / Fixture Designers
Tool and Die Makers	Production Manager	Biomedical Equipment Technicians

Quality Assurance	Logistics & Inventory Control	Health, Safety & Environmental Assurance
Calibration Technicians	Dispatchers	Environmental Engineers
Lab Technicians	Logistical Engineers	Health Inspectors
Quality Engineers	Traffic Managers	Safety Coordinators

What will you do after graduation?



So you graduated...

### Now what?

The caps and gowns, the tassels and diploma - it's all over now. What do you do?

There are countless options after high school graduation and whether you're a senior or a freshman - it's never too early to start researching your future. You may choose a community college, a four year university, a trade school, an apprenticeship or an internship. Regardless of which you choose, NOW is the time to begin exploring these opportunities.

### Community and Technical Colleges

Students enter community and technical colleges schools with a high school diploma or GED. These colleges offer certifications, Associate of Arts or Associate of Science degrees. Check with an admissions advisor if you plan to attend enter college in a two year institution and then transfer to a university to make sure the courses you take will transfer. Community college is a great place to take many of the general studies courses, that many universities require, for far less tuition than a university.

### Four Year Universities

You may enter a university with a high school diploma or an Associates of Arts or Science degree. Most public universities

require an admissions test. The [Book of Majors](#) will list colleges and universities by programs of study and the [College Handbook](#) provides information on colleges, including entrance requirements. Your school library should have a copy of these books.

### Professional Schools

These schools offer two or more years of training in a specific field or career. There are schools that offer training in culinary arts, medical fields, information technology, business and many other fields of study.

### Apprenticeship

Students can get extremely valuable on-the-job training in various fields and trades such as construction, electrical, electronics and plumbing, to name a few, via an apprenticeship.

### Internship

You may choose an internship. This option offers paid or unpaid employment where you can learn on the job. Research internships for resume builders as well. You may be able to earn high school credit while boosting your marketability in the long run.

Continued on the next page...

## Reality Check

Do your expectations and your reality match up?

When you see your future, are you cruising in your tricked out car to your posh home in designer clothes? How will you afford those luxuries? Take a reality check by visiting the websites below.

#### [Reality Check](#)

See how much it would cost to maintain or upgrade your desired lifestyle. This website will guide you through a series of decisions based on the type of home, car, clothes, etc. you choose. There is a high, middle and low range in each of the categories as well as modifiers for various cities in Texas. Based on your choices and the education level you plan to obtain, you will be given some ideas of the careers and salaries that will fit best.

#### [Reality Blast](#)

On this site, you head into the future where you are given a new identity, job and marital status. You have a checking account with which you will need to make choices concerning your lifestyle. You choose what kind of home, clothing, insurance and childcare you wish you have. The goal of the game is to see if you can make ends meet and still have money left over.

## Take Some Time for You

Once you graduate and have your future mapped out, don't forget to plan your recreation time also. Well rounded, well adjusted people make for more successful people as well. Take some time off to relax and rejuvenate before taking your next big step!



Continued from the previous page....

## Military

There are numerous programs in the military that will prepare you for a civilian career if you chose to return to civilian life. The military can pay for your college as well. Speak to recruiters in your area from each branch (i.e. Army, Navy, Air Force, etc.) to assist you in deciding which would be the best fit for you.

## Peace Corps

Members of the Peace Corps serve their country in the cause of peace by living and working in developing countries. Peace Corps Volunteers work in the following areas: education, youth outreach, community development; business development; agriculture and environment; health and HIV / AIDS; and information technology.

## Immediate Entry into Workforce

Some students prefer to enter the workforce immediately after high school. This allows students to begin earning wages immediately. Students may choose post secondary training or to attend college in the evening. You may work part time or full time and combine some your education before or after work. Some employers even offer financial assistance for additional training or education.

**“On average, most of us spend more time planning an annual holiday than we do planning our careers.”**

John Lees, [How to Get a Job You'll Love](#)



Career author John Lees speaks regularly to professionals about career paths. These are his tips for becoming your own career coach.

### Perform an audit

Catalogue your achievements, breakthroughs and areas of learning. Work with someone you know who can remind you of the things you do well and times when you've made a difference. Choose positive friends and colleagues who will give you constructive ideas for transforming your future.

### Look at what presses your buttons

What gets you out of bed on a dark Saturday morning? Money is only a partial motivator - what kind of work would you do if all jobs paid the same? For many, the real driving forces are about variety, learning, or embracing a challenge.

### Get an overview of your school career

Take a snapshot picture of where you are right now. Ask yourself three basic questions:

- What kind of work do I find both energizing and challenging?
- What outcomes does my present or future employer really seek?
- How can I use the overlap for my future?

This gives you a much clearer match between your wish list and the needs of an employer. Knowing why you're preferred compared to the competition keeps you sharp and requires a constant focus on your goals.

# How to Write Your Resume

## For college, for scholarships, for life

Let's get one thing out in the open - writing a resume is intimidating for everyone so don't worry, you're not alone. Since you have 10 - 30 seconds to impress, organizing information is vital. Here are some tips to help you achieve your goals!

### 1. Can someone read it?

Use a font 11 to 12 point that is easy to read and professional. Keep away from specialty fonts. Make an impression with the content - not the font. Use your name and the word Resume in the header for easy identification.

### 2. Determine your objective

Before putting your pen to paper (or fingers to keyboard), decide on your objective and state it clearly and concisely, "To obtain financial aid, To pursue a career in marketing." Know which of your skills best relate to your objective.

### 3. Organize information logically

Arrange and group your information under headings such as contact information, work experience, education background, etc.

### 4. Use action words

Words like collaborated, managed, founded, developed, promoted, monitored and surpassed will cause your resume to stand out. A great list of action verbs may be referenced [here](#).

### 5. Highlight your strengths

Market yourself, you have this one chance for your reader to want you. Put the strongest and most relevant points first where they are more likely to be read. Doing this will hook the reader and the rest of your resume will reel them in.

### 6. Get an outside opinion

Ask a teacher or someone in the industry to review and edit your profile or resume. Objectivity helps!

Resume resources on line  
[jobstar.org/tools/resume](http://jobstar.org/tools/resume)  
[usajobs.opm.gov](http://usajobs.opm.gov)  
[adventuresineducation.org](http://adventuresineducation.org)



## Does Education Pay? You Decide...

Career	Degree	Salary
Health Professions / Clinical Sciences	Bachelors Degree	\$47,306
Engineering	Bachelors Degree	\$45,278
Health Professionals / Clinical Sciences	Associates of Applied Science	\$44,230
Construction Trades	Associates of Applied Science	\$40,120
Engineering Technologies / Technicians	Bachelors Degree	\$39,677
Science Technologies / Technicians	Associates of Applied Science	\$37,968
Architectural & Related Services	Associates of Applied Science	\$36,737
Precision Production	Associates of Applied Science	\$34,167
Computer & Information Sciences	Bachelors Degree	\$33,267
Business, Management & Marketing	Bachelors Degree	\$30,851
Mathematics & Statistics	Bachelors Degree	\$30,160
Liberal Arts	Bachelors Degree	\$27,415

Scholarship Opportunities	Career Field	Due	Weblink
<p>Make the most of your interests, talents, and accomplishments while getting CASH to help pay for your education!</p>	Agriculture, Food & Natural Resources	Oct. 5	<a href="http://www.nationalcattlemenfoundation.org/">http://www.nationalcattlemenfoundation.org/</a>
	Architecture & Construction	Nov. 1	<a href="http://www.insideselfstorage.com/scholarships/">http://www.insideselfstorage.com/scholarships/</a>
	Arts, A/V Technology & Communications	Multi	<a href="http://shsu.edu">shsu.edu</a>
	Business, Management & Administration	TBA	<a href="http://mccombs.utexas.edu/udean/resources">mccombs.utexas.edu/udean/resources</a>
	Education & Training	Nov. 15	<a href="http://fmea.org">fmea.org</a>
	Finance	Apr. 15	<a href="http://efwa.org/rowlingdold">efwa.org/rowlingdold</a>
	Government & Public Administration	Mar. 1	<a href="http://twu.edu/as/histgov/scholarships">twu.edu/as/histgov/scholarships</a>
	Health Science	Jan. 1 - Mar. 15	<a href="http://ahna.org">ahna.org</a>
	Hospitality & Tourism	Nov. 1	<a href="http://rwsmithco.com">rwsmithco.com</a>
	Human Services	Feb. 29	<a href="http://window.state.tx.us/scholarships">window.state.tx.us/scholarships</a>
	Information Technology	Nov. 30	<a href="http://window.state.tx.us/scholars">window.state.tx.us/scholars</a>
	Law, Public Safety, Corrections & Security	Feb. 15	<a href="http://utsa.edu/scholarships">utsa.edu/scholarships</a>
	Manufacturing	Jan. 15	<a href="http://aws.org/w/a/foundation">aws.org/w/a/foundation</a>
	Marketing, Sales & Service	Multi	<a href="http://deca.org/deltaepsilonchi">deca.org/deltaepsilonchi</a>
	Science, Technology, Engineering & Mathematics	Jan. 17	<a href="http://awis.org/careers">awis.org/careers</a>
Transportation, Distribution & Logistics	Nov. 1	<a href="http://free-4u.com">free-4u.com</a>	

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### Mission Statement

The Career & Technology Association of Texas (CTAT) on behalf of career and technical educators of Texas, promotes quality instructional partnerships with business and industry to successfully prepare every student for the challenges of postsecondary education, a global competitive workplace and active citizenship.

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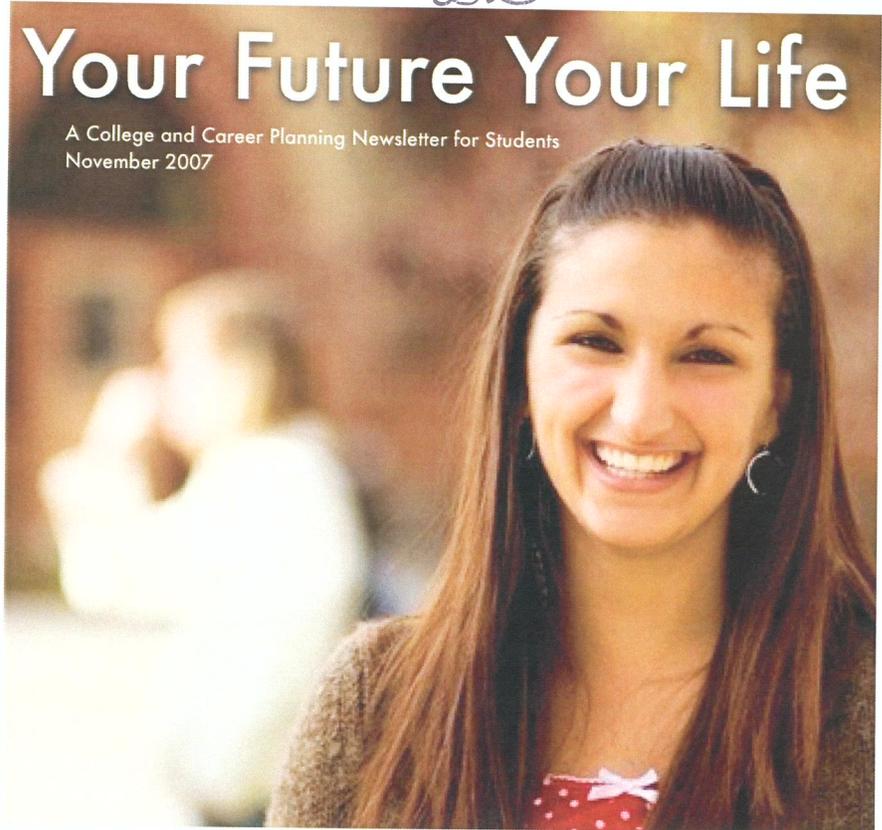
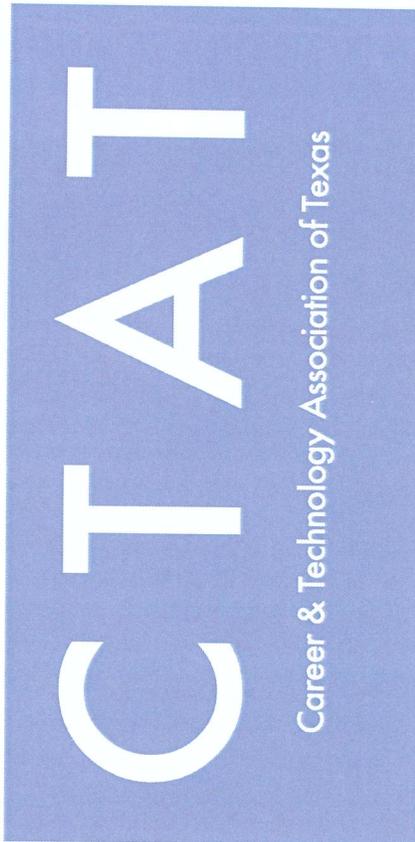
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Purnovich



## Gobble Gobble - Happy Thanksgiving!

### Careers of the Future

Careers of the future are an unknown for sure, but you don't need a crystal ball to project what those careers will be. You can make informed decisions about your future by exploring options that can be found at websites such as the US Department of Labor at [www.bls.gov/oco/oco2003.htm](http://www.bls.gov/oco/oco2003.htm).

Some of the fastest growing careers are in health science fields that will serve a population with longer life expectancy and aging baby boomers. High demand jobs in this area include nurses, aides, physician assistants, physical therapists and dental hygienists.

Medical advances have lead to hot prospects in biosciences like biotechnology, forensic science, tissue engineering, stem cell research, gene mapping and programming, nutrigenomics and neurotechnology.

Nanotechnology has quickly become an established field with highly marketable products. Nanotechnology is a highly multidisciplinary field of applied science and technology that controls matter on atomic and molecular scales, between 1 to 100 nanometers and the fabrication of devices within that range.

Information Technology fields continue to generate career opportunities that will not be outsourced entirely. High demand and high

wage jobs are available for software engineers, systems analysts, designers and developers, infrastructure, diagnostics and repairs, fiber optics and satellite communications.

It might be surprising to hear that the field of Education is projected as one of the fastest growing occupations in need of qualified applicants. These include teacher and administrative roles at all levels including Pre-K through college.

Taking easy and fast-paced assessment tests are an excellent way to match your interests, skill sets and personality profile to the many career opportunities waiting for you.

### Inside this Issue

Calendar of Events	2
Business, Management & Administration Career Cluster	3
Billion Dollar Lady	4
Finance Career Cluster	5
Successful Teenage Entrepreneurs	6 - 7
Community Colleges	8 - 9
Trade/Industrial Schools	10
Scholarships	11
Helpful Websites and Links	12 - 14

# NOVEMBER

Take advantage of Preview Days and Open Houses at colleges and universities throughout Texas this month.

Check out potential schools and experience campus life.

15 - 16 Texas A&M Sea Aggie Preview	16 FCCLA National Cluster Meeting Colorado & Minnesota	16 - 18 National Education Support Professionals Day	17 - 19 Southern Region DECA Leadership Conference San Antonio, TX
17 University of Texas at Dallas Scholars Day	17 Texas Academy of Math and Science Preview Day	17 Sam Houston State University Preview Day	17 Fashion Institute of Design and Merchandising Open House
19 Texas Academy of Leadership in the Humanities Preview Day	19 Austin College Open House  Austin College Preview Day	19 Baylor University - Sic 'Em Day	22 Gobble, gobble, gobble  Happy Thanksgiving!



## Did you Know...

Former DECA member on "Project Runway"

Bravo Network's "Project Runway" will have as part of its Season 4 cast, a former DECA member from Charlotte, North Carolina. In high school, Carmen began taking fashion merchandising courses and, through her membership in DECA, participated in competitive events in fashion marketing.

## Coming Next Month

- Health Science Cluster
- Science, Technology, Engineering & Mathematics Cluster
- Tech Prep
- Four Year Colleges & Universities

Have a news item you'd like to share with CTAT and the Your Future, Your Life Newsletter?

Email [pcamp2525@sbcglobal.net](mailto:pcamp2525@sbcglobal.net) with news or suggestions.

# Business, Management & Administration



If you're like many of today's students, you're probably wondering what kind of education to pursue. In the midst of all of your choices, have you given any thought to a career in business?

Business? Absolutely! More and more students are coming to recognize the value of an applied degree. And many are surprised to find it's not the business study that dear old Dad experienced!

Not so long ago, a business education implied a lot of traditional number crunching – but no longer! Today's business field has become incredibly complex, encompassing not only the old standbys of accounting and finance, but also diverse areas such as management, quantitative analysis, human resources, information technology, marketing, economics, communications, public relations, marketing and so much more. The possibilities that exist within the business world are limited only by the extent of your imagination and commitment. Here are a few paths that you might choose to follow. See the links page toward the end of this newsletter for links, pod casts and information about these fields.

Management Resources	Business Financial Management & Accounting	Human
Chief Executive Officer (CEO)	Chief Financial Officer (CFO)	Human Resources Manager
Public Relations Manager	Accountant	Training and Development Specialist
Entrepreneur	Auditor	Equal Employment Opportunity Specialist
Business Analysis	Marketing	Administration & Information Support
Financial Analyst Manager	Store Manager	Executive Assistant
Marketing Analyst	Public Relations Specialist	Administrative Assistant
Project Analyst	Wholesale or Retail Buyer	Office Manager



## Billion Dollar Lady

By Stephanie Kelman  
CosmoGirl.com  
May 2006

As a cheerleader on the sidelines in high school, Sheila Johnson never imagined that one day she'd buy a professional sports team of her own! Now, as the first African-American woman to become a billionaire (even before Oprah!) and the first woman to be a majority owner of a WNBA team, she reserves her cheers for her beloved Washington Mystics.

How did Sheila achieve so much? When Sheila was a kid, her mother always told her she could do anything. So after she fulfilled her lifelong dream of becoming a violinist and orchestra conductor, she looked for her next challenge. In 1980, she saw an untapped opportunity in the new cable industry and, with her now ex-husband, started Black Entertainment Television (BET).

But even after she sold her stake in BET for more than \$1 billion in 2001, Sheila wasn't about to sit back and relax. She bought the Washington Mystics, is building a luxurious resort in Virginia, and runs a foundation that helps women, children, and minorities.

**In high school, did you ever think that you could achieve so much?**

When I was younger there was something in me. I had passion. I may not have known what I was going to do with that passion, but there was something, and I still feel it. It's this

little engine that roars inside of me and I just want to keep going and going.

**How did your mom's advice help you become successful?**

She said, "Don't ever say can't. You can do anything you put your mind to." And now when people say no to me, I say, "Don't say

no to me. There is a way we can work this out."

**What do you say to your 20-year-old daughter, Paige, about her future?**

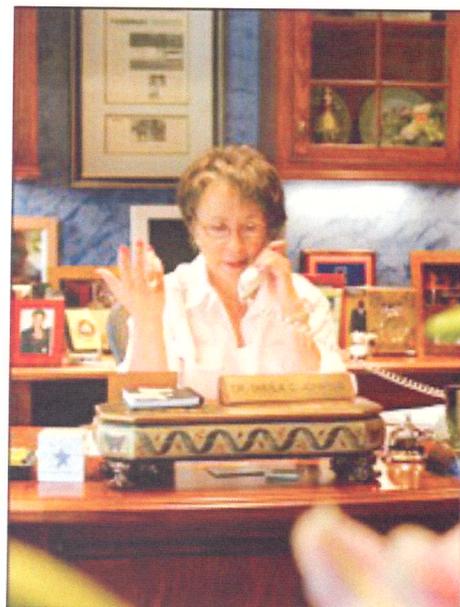
She has to keep trying at things. Don't rest on your laurels. There's always going to be someone behind you who's going to be better than you. So you need to get out there and keep working.

**Why is it important for a woman to be the owner of a WNBA team?**

I think women are often taken for granted. When I bought the team, I saw that no one really cared about them. Like the locker facilities that these young women have to work in—they weren't right. I want to give them the best locker room facilities and show them they're valued—because if you show them value, they're going to perform better. And this goes for all women, not just basketball players.

**Everyone dreams of being a billionaire. What's the best part of being rich?**

It gives you the freedom to make a difference in the world. It's important to give back to people. It's important that women support women. It gives me a great sense of well-being to know that I can make a difference in people's lives.



# Finance



Show me the MONEY! If you like to work with money and financial affairs, you may want to check out a career in finance.

Career opportunities are available in every sector of the economy and require specific knowledge of laws governing finance, skills in organization, time management, customer service and communication.

In this critical sector of the United States economy, over six million people are employed in finance-related occupations. Although some of these jobs project moderate growth through the year 2012, advances in technology and trends towards direct marketing and transactions provide exciting and challenging opportunities for



careers across all areas of the cluster. In the next few years, countless new jobs will be added and many openings will result from the need to replace experienced workers who leave jobs.

Financial and Investment Planning	Business Financial Management	Banking and Related Services	Insurance Services
Personal Financial Advisor	Accountant	Loan Officer	Claims Agent
Sales Agent for Securities and Commodities	Financial Analyst	Operations Manager	Insurance Appraiser
Investment Advisor	Treasurer	Credit Analyst	Direct Marketing Specialist

# Successful Teen Entrepreneurs



## Rolling in the Money Skateboard Designer Gets Paid

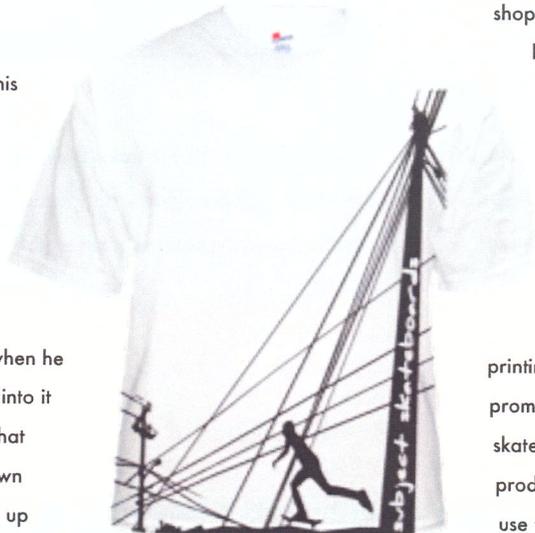


Turning a longtime passion into a business is fairly common. But for skateboarder Corey Worrell, it happened earlier than most.

A year ago, 16 year old Worrell's started his skateboarding manufacturing and t-shirt printing business, Subject Skateboards, with the help of his parents. He averages selling ten skateboards and ten t-shirts a month.

Worrell's interest in skateboarding began when he got his first board, at age six. "I really got into it at about 12," he said. It was also around that time he started thinking about starting his own business. "I'd been messing around making up pretend companies. Then I got this idea for skateboards. I thought it sounded kind of cool, so I decided to go with it."

He sells his products through his website, and at Boards N Motion in Auburn, CA and The Riders Union board shop in Colfax, CA. Many of his customers find him through friends and word-of-mouth.



Riky Krull, a buyer for Boards N Motion, a local skate shop, thinks a lot of Worrell's company and his board designs. "People like the graphic. For a local product and something he's done on his own, he's done a stellar job. His boards have quite a bit of concave, so for a skateboarder who likes that, it's a major selling point," said Krull.

When not creating skateboards or t-shirt printing, Worrell can be found at skate parks promoting his items. He recently organized a skateboard team in order to showcase his product. "We give our products to them and they use them when they compete. I think a good skateboard should be built with good concave and have a good interesting graphic on it," said Worrell.

As for his future, Worrell has plans. "I just want to expand and get products into more shops, and hopefully it will grow. We're going to come out with more new designs and new T-shirts, hats and stickers," he said.



Revenue has grown  
from a couple of  
thousand dollars a  
month to as much as  
**\$70,000**

## MySpace Millionaire WhateverLife.com Layout Designer

Chuck Salter  
FastCompany.com  
August 2007



What kind of job did you have at 17?

I posed that question to the grown-ups I encountered recently while exploring Whateverlife.com. The teen-girl site and company was started by Ashley Qualls, an entrepreneur from a working-class neighborhood outside Detroit, who happens to be 17 herself.

At that age, LeeAnn Prescott, the research director at Hitwise, was working at an amusement park, fashioning faux Civil War shots of people. Robb Lippitt, the former COO of ePrize who consults for Qualls, had worked his way up from dishwasher to prep cook to manager of Buddy's BBQ. Ceca Mijatovic, the founder of the girls portal dayZloop, didn't have a job yet; she was a foreign-exchange student from Yugoslavia. Me? I was delivering pizza for Domino's.

"Of course, this," says Ian Moray of ValueClick Media, referring to Whateverlife, "is something we all wish we'd done when we were 17."

If only the Internet had been around then. One of the many fascinating things about Whateverlife is that Ashley didn't set out to start a business. The Internet practically did it for her. Web design was a hobby, something she'd been learning online since she was 9. As a high-school sophomore, she figured out how to create layouts for MySpace pages, and her friends at Lincoln Park High School were keen to customize theirs, much like school lockers.

As word spread throughout the MySpace universe, the 15-year-old couldn't afford the servers to support her exploding online audience. A friend suggested using Google AdSense, which generates ad revenue based on a site's traffic. Ka-ching! Whateverlife was off and running.

Ashley has created nearly 3,000 layouts, her monthly audience is around 7 million, and revenue has grown from a couple of thousand

bucks a month to as much as \$70,000 - more than \$1 million in less than two years.

The Accidental Business has become a burgeoning byproduct of the Web. Just look at the collectors-turned-entrepreneurs on eBay alone. By providing a cheap and instantaneous distribution or publishing platform, the Internet democratizes entrepreneurship. It's a beautiful and powerful thing.

Ashley, whose divorced parents didn't attend college and knew little about the Web themselves, didn't have the resources and connections that Facebook's Mark Zuckerberg, My Start-Up Life's Ben Casnocha, and myYearbook's Catherine Cook have drawn on so effectively. But Ashley did have a bright idea and the technology to share it.

On the Web, much to the delight of a new generation of entrepreneurs, it's often enough.

What will you do after high school?



## Create Your Future at a Community College

Numerous opportunities are available for students who choose to attend a community college. Community colleges offer a more personalized college experience with smaller classes and smaller teacher/student ratios. Students can take specialized classes to earn a certificate or take the full two year coursework to earn an Associate's degree. Certifications are offered in many areas of training such as nursing, computer repair, allied health, law enforcement, firefighting, welding, etc. Many community colleges and universities have "articulation agreements" through which your admission and ability to transfer credits are almost guaranteed. Many community college students continue on to universities to earn their bachelor's degree after acquiring their associate's degree.

## Advantages of Community Colleges

### Open Door Policy

- Guaranteed enrollment with a high school diploma or GED

### Convenience

- Close to home or work, classes are offered in the morning, afternoon, evenings and weekends

### Concurrent/Dual Enrollment

- Allows both high school and college credits to be earned simultaneously

### Save time

- No commuting time during fall, winter and spring breaks back home

Continued on next page...

## Famous Community College Grads



Tom Hanks  
Actor  
Cabot College  
National City, CA



Laila Ali  
Boxer and Dancing with the Stars finalist  
Santa Monica Community College  
Santa Monica, CA



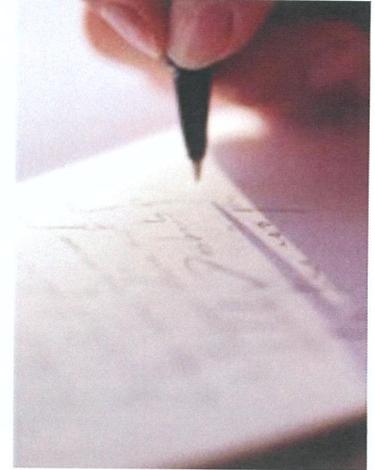
Joan Lunden  
Broadcaster  
American River College  
Sacramento, CA



Jackie Robinson  
First African American major league baseball player  
Pasadena Community College  
Pasadena, CA



Halle Berry  
Actress  
Cuyahoga Community College  
Cleveland, OH



Advantages to Community College continued...

According to the American Association of Community Colleges, average annual tuition and fees at public community colleges are \$2,191, compared to \$5,491 at public four year universities.

### Smaller classes

- Generally smaller class sizes and therefore smaller teacher/student ratio

### SAT/ACT Not Required

- Students can usually transfer to a university without taking the SAT/ACT; however some community colleges have specific entry tests that are used for placement in courses

### Academic Success

- Students are not as likely to get "lost in the numbers"

### Smaller Organizations

- Athletics, music, theatre competition is not as intense

### Online courses

- Various coursework and degrees are available online

Certifications provide students a higher hiring preference or a higher salary upon entering the workforce.

### Cost

- Tuition is less than four-year universities; usually no housing costs; no transportation costs for visits back home during breaks

### Employability

- Employers like hiring new graduates with associate degrees as they often have more work experience than four-year graduates and have developed a good work ethic, making them a good choice for entry-level hiring.
- Associate degree graduates also enter the work force with a special skill set unique to the positions they seek, so employers need to do less training with these graduates.

### Smooth transition

- Allows for a transition stage from high school to college and community college to a university

According to American Association of Community Colleges, 46% of all undergraduates in the United States attend a community college.

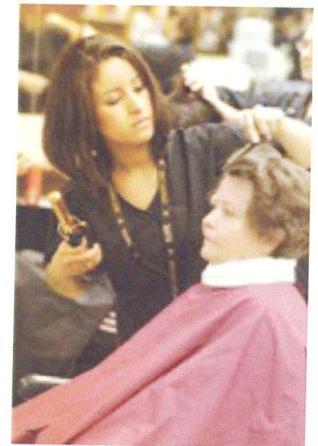
### Helpful Websites

Keys to Success in a Community College

[www.collegeboard.com/student/csearch/where-to-start/49360/html](http://www.collegeboard.com/student/csearch/where-to-start/49360/html)

Find a Community College Near You

[www.aacc.nche.edu/Template.cfm?Section=CommunityCollegeFinder1](http://www.aacc.nche.edu/Template.cfm?Section=CommunityCollegeFinder1)



# Be Specific

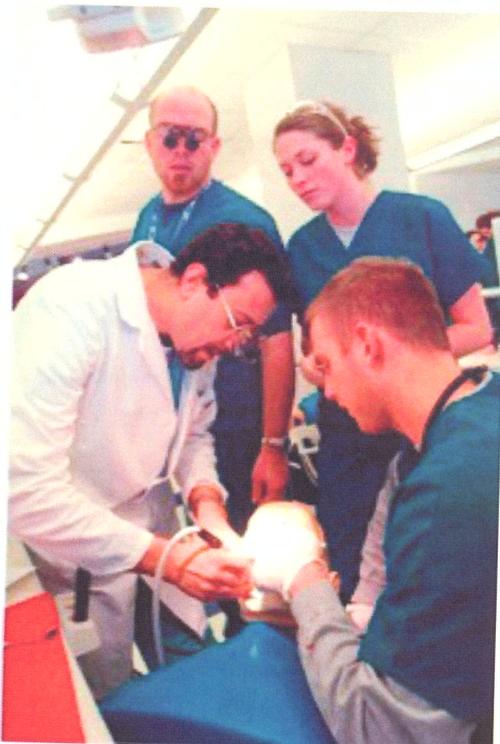
## Attend a Trade or Technical School

Students who prefer to attend a technical college or trade school may pursue unlimited opportunities in business, information technology, automotive tech and body repair, health care, fashion and art, legal studies, etc.

Certifications are available at technical and trade schools as well as specialized coursework for students who do not wish to take the 'general academic coursework' for an Associate's degree.

Students can pursue many of the careers of the future at these specialized training schools and expect to earn increased salaries compared to high school graduates.

Be sure to check the accreditation and tuition costs of these schools before making your choice. Most schools are excellent and have a very good program, but there have been some instances of fraudulent programs. Always check with the Better Business Bureau for additional information.



Texas' gross state product of \$982.4 billion in 2005 was the second highest in the nation after California. This translates into booming opportunity for Texas trade and technical school students in every area.

Dallas and Houston are at the center of this expansion.

Texas technical school students will find plentiful opportunities in aerospace and defense manufacturing, computers, and information technology.

## Helpful Links

Texas Career and Technical Schools  
[www.system.tstc.edu](http://www.system.tstc.edu)  
[www.khake.com/page4.html](http://www.khake.com/page4.html)  
[www.collegesurfing.com](http://www.collegesurfing.com)  
[www.tradevocationalschools.com](http://www.tradevocationalschools.com)  
[www.rwm.org/rwm/tf\\_text.html](http://www.rwm.org/rwm/tf_text.html)  
Refrigeration, A/C, Heating Schools  
[www.refrigerationschool.com](http://www.refrigerationschool.com)

Automotive Schools  
[www.degreestosucceed.com/automotive\\_schools.htm](http://www.degreestosucceed.com/automotive_schools.htm)  
Health Care Schools  
[medvotech.nurseuniverse.com](http://medvotech.nurseuniverse.com)  
Legal Studies Schools  
[www.school-directory.net/legal-schools.html](http://www.school-directory.net/legal-schools.html)

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Kristen Tan, Career & Technology Association of Texas

## Publisher:

### Career & Technology Association of Texas

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## Mission Statement

The Career & Technology Association of Texas (CTAT) on behalf of career and technical educators of Texas, promotes quality instructional partnerships with business and industry to successfully prepare every student for the challenges of postsecondary education, a global competitive workplace and active citizenship.

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## House Bill 3485 Implementation Team Career and Technical Education

### CTE Review Panel

Name	Title	Organization
Patti Lyle Johnson	Director of Middle Level Services	Texas Association of Secondary School Principals
Drew Scheberle	Senior Vice President Education & Workforce Development	The Austin Chamber of Commerce
Laurie Rich	Special Advisor to the Governor, Industry Clusters	Office of the Governor
Rich Froeschle	Deputy Director	Labor Market Career Information/Texas Workforce Commission
Cheryl Fuller	Director	Texas Workforce Investment Council
Robin Painovich	Executive Director	Career and Technology Association of Texas
Barbara Knaggs	Associate Commissioner, State Initiatives	Texas Education Agency
Deanna Savage	Associate VP-Instruction	Midland Community College
Michael Bettersworth	Associate Vice Chancellor	Texas State Technical College System
Paula M. Harris	Business Representative and Houston ISD School Board Trustee	DPM Alliance Home Health and DPM Alliance Home Hospice

### TEA Staff

Lizzette Reynolds	Deputy Commissioner	Texas Education Agency
Sharon Jackson	Associate Commissioner	Standards and Programs
Anita Givens	Deputy Associate Commissioner	Standards and Alignment
Karen Batchelor	CTE State Director	Curriculum Division
Esther Camacho	CTE Director	Arts, A/V Technology & Communication
John Ellis	CTE Director	Architecture & Construction; Manufacturing; STEM
Kathleen Park	CTE Director	Government & Public Administration; Health Science; Law, Public Safety, Corrections & Securities
Diane Salazar	CTE Director	Education & Training; Hospitality & Tourism; Human Services
Ron Whitson	CTE Director	Agriculture, Food & Natural Resources; Transportation, Distribution & Logistics
Lucy Ybarra	CTE Director	Business, Management & Administration; Finance; Marketing, Sales & Services

## CTE TEKS Writing Teams

### Panel #1 - Business, Management & Administration; Finance; Marketing, Sales & Services

FIRST	LAST	NOMINATED BY	AREA
Antonia "Toni"	Flores	Agosto	Business Education Teacher/CTE Coordinator
Dr. James	Todd	Agosto/Mercer	Marketing Education Coordinator
Carol	Pearsall	Allen	Business Education Teacher
Nancy	Vera	Berlanga	Business Education Teacher
Ira	Wilsker	Bradley	Community College
Sharon	Watkins	Cargill	Secondary CTE
Virginia	Mosier	Craig	CTE Administrator
Laura	Silverman	Dunbar	Marketing Education Teacher
Candy	Slocum	Hardy	Business/Industry Employer
Jennifer	Sanders	Knight	Business Education Teacher
Denise	Kubecka	Leo	CTE Administrator
James	Moten	Lowe	Community College
Margie	Scott	Miller	Marketing Education Teacher
Dahlia	Acosta	Nunez	Business Education Teacher/CTE Administrator

### Panel #2 - Arts, A/V Technology & Communications; Information Technology

FIRST	LAST	NOMINATED BY	AREA
Paula	Lopez	Agosto	Secondary CTE teacher
Catherine	Berlanga	Berlanga	Business/Industry
Juan	Garcia	Berlanga	Community College/technical faculty
Danna	Eichenold	Cargil	Secondary CTE teacher
Michael	Tivet	Cargil	Community College/technical faculty
Sue	Anthony	Craig	Secondary CTE teacher
Duane	Linter	Craig	Community College/technical faculty
Karen	Seimears	Hardy	Secondary CTE teacher
Becky	Kores	Knight	Secondary CTE teacher
Patty G.	Nilsson	Leo	Secondary CTE teacher
Lynne Cagle	Cox	Lowe	University faculty
Fred	Hills	Lowe	Community College/technical faculty
Miranda	Noack-Snider	Mercer	Secondary CTE teacher
Cindy	Wolf	Miller	Secondary CTE teacher
Jeff	Ermoian	Miller	Community College/technical faculty

**Panel #3 - Architecture and Construction; Manufacturing; Science, Technology, Engineering & Mathematics (STEM)**

<b>FIRST</b>	<b>LAST</b>	<b>NOMINATED BY</b>	<b>AREA</b>
Glen	Ball	Agosto	CTE Administrator
Barlett	Sheinberg	Allen	University faculty
Anita	Hinojosa	Berlanga	Community College/Technical faculty
James	Nelson	Cargill	University faculty
Dewayne	Wallace	Craig	Secondary CTE teacher
Timothy	Thompson	Hardy	CTE Administrator
Mike	Cooley	Knight	Community College/Technical faculty
Eric	Manuel	Knight	Secondary CTE teacher
Sonia	Greiner	Leo	Secondary CTE teacher
Shelly	Tornquist	Leo	Secondary CTE teacher
Gary	Cunningham	Lowe	Secondary CTE teacher
Dayman	Whittenburg	Lowe	Secondary CTE teacher
Art	Lacy	McLeroy	Business/Industry employer
Max	Davis	Miller	Business/Industry employer
Joe	Garcia	Nunez	Secondary CTE teacher

**Panel #4 - Education & Training; Hospitality & Tourism; Human Services**

<b>FIRST</b>	<b>LAST</b>	<b>NOMINATED BY</b>	<b>AREA</b>
Sandra Ann	Delgado	Agosto	Secondary CTE teacher
Tony	Desjardins	Berlanga	Community College/Technical Faculty
Leslie	Bartosh	Bradley	Community College/Technical Faculty
Brenda	Hampton	Cargill	Secondary CTE teacher
Cindy	Miller	Craig	CTE Administrator
Mary Jane	Sampson	Craig	Secondary CTE teacher
Janiece	Lee	Dunbar	Secondary CTE teacher
Deborah	Hawkins	Hardy	Secondary CTE teacher
Gregory E	Williams	Knight	Community College/Technical Faculty
Don	Hancock	Lowe	Business/Industry employer
Terri	Henson	Lowe	Secondary CTE teacher
Jane	Dennis	Lowe	University faculty
Linda	Clinton	McLeroy	Secondary CTE teacher
Karen	Mitchell	Mercer	Secondary CTE teacher
Angelina	Bencomo	Nunez	Secondary CTE teacher

**Panel #5 - Agriculture, Food & Natural Resources; Transportation, Distribution & Logistics**

<b>FIRST</b>	<b>LAST</b>	<b>NOMINATED BY</b>	<b>AREA</b>
Christyn	Mc Cann	Allen	Secondary Teacher
Della	Berlanga	Berlanga	Counselor
Adan	Gutierrez	Berlanga	Community College
Jason	Butler	Bradley	Secondary Teacher
Chad	Baskin	Cargill	Secondary Teacher
Robert	Herrington	Craig	University
Allen	Kaminski	Dunbar	Adminsitrator
Barney	McClure	Hardy	Secondary Teacher
Loucious	Newhouse	Knight	Business & Industry
Megan	Oliver	Leo/Dunbar	Counselor
Steve	Forsythe	Lowe	Secondary Teacher
Norris	Martin	Lowe	Community College
Kyle	McGregor	Lowe	University
Ned	Meister	Lowe	Business & Industry
Doug	Ullrich	McLeroy	University

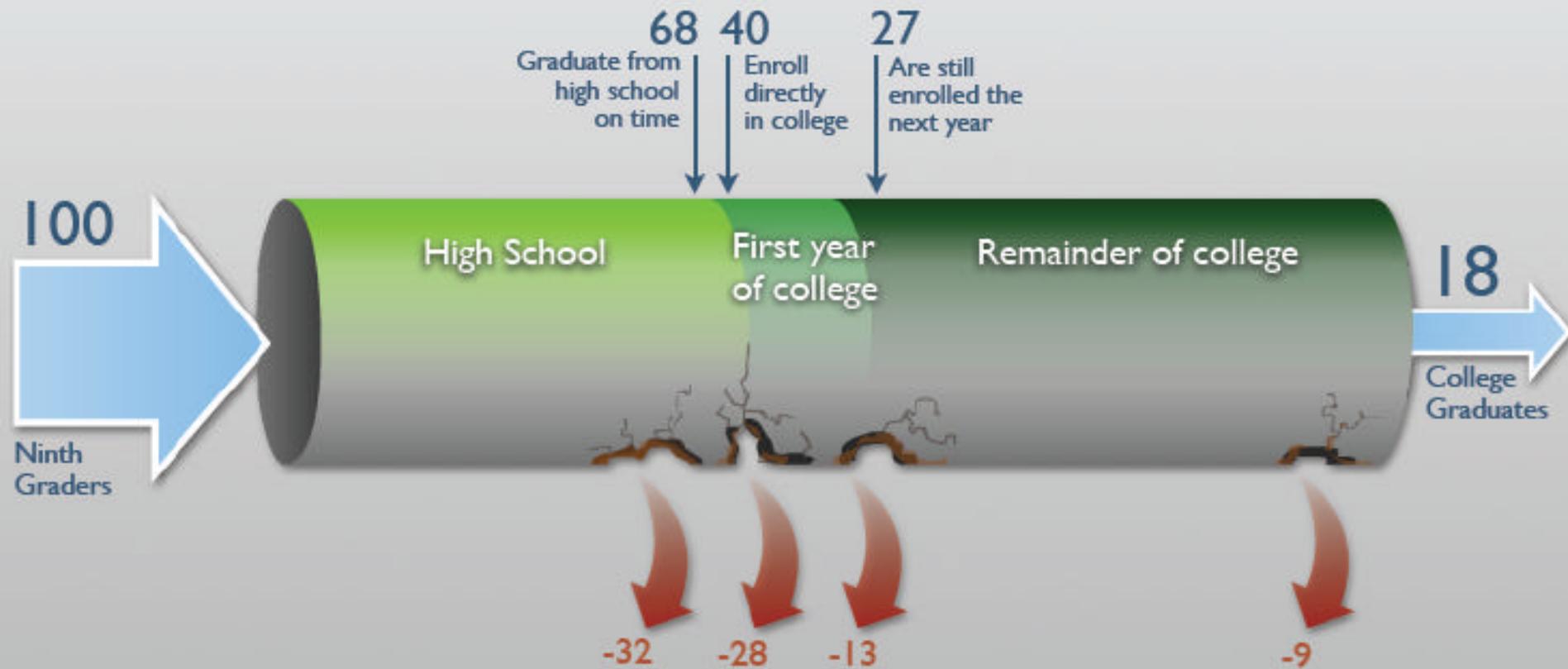
**Panel #6 - Government & Public Administration; Health Science; Law, Public Safety, Corrections & Security**

<b>FIRST</b>	<b>LAST</b>	<b>NOMINATED BY</b>	<b>AREA</b>
Detna	Kacher	Allen	Secondary CTE teacher
Sandra J.	Arispe	Berlanga	Business/Industry employer
Sandra J.	Young	Cargill	Secondary CTE teacher
John	Smoot	Craig	Community College/Technical faculty
Mark	Bosher	Hardy	CTE Administrator
Severo	Perez	Knight	Secondary CTE teacher
Tana	Holmes	Leo/Dunbar/Allen	CTE teacher
Delores	Williams	Lowe	Community College/Technical faculty
Mary	Reeves	Mercer	Secondary CTE teacher
Beverly	Finley	Miller	Secondary CTE teacher

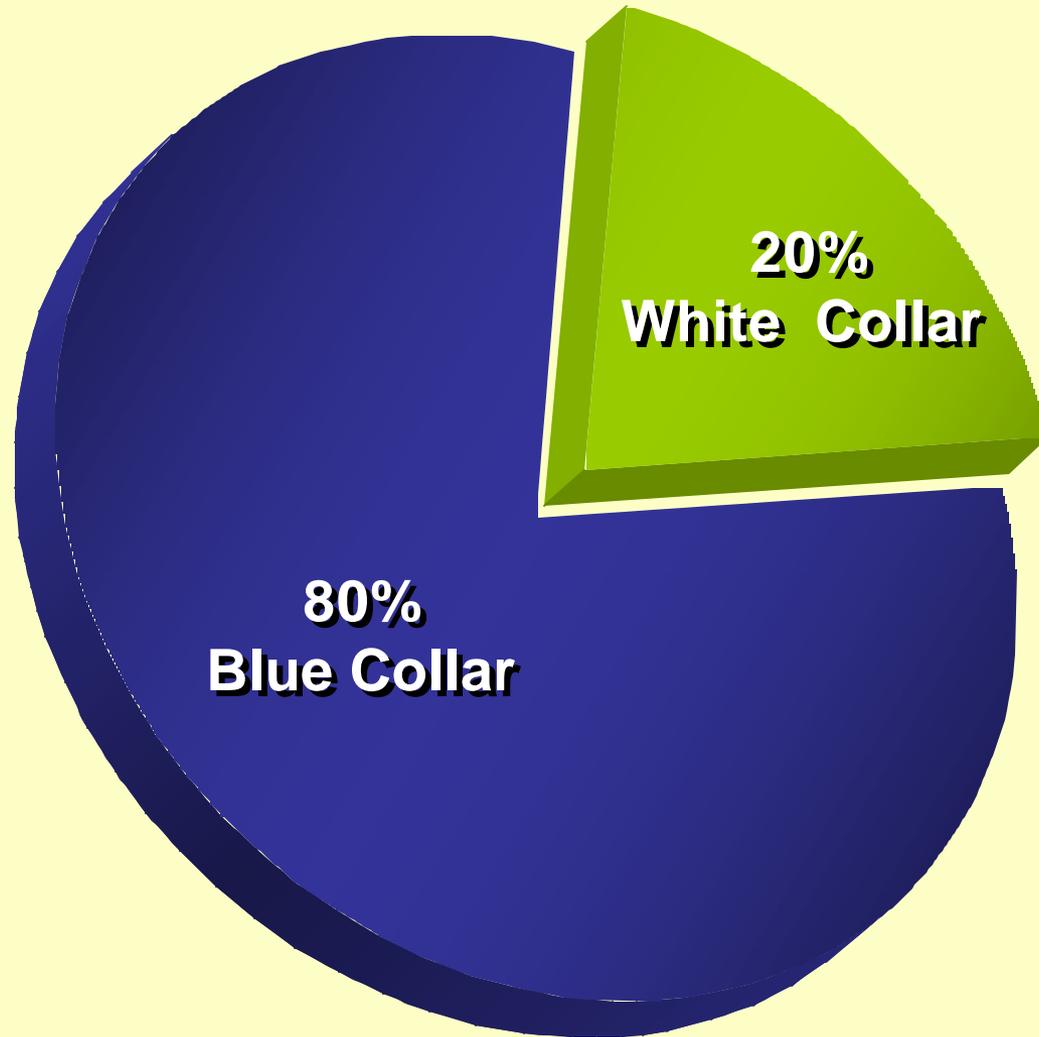
HB 3485 Implementation Timeline  
Review of Career and Technical Education

- February 28 CTE Review Panel meeting
- April 3 CTE Review Panel meeting
- April 17 CTE Panel Meets with Writing Teams
- April 17 – 19 CTE Writing Teams meeting
- May 22 TEA staff to provide State Board of Education with a progress report on CTE TEKS review and rewrite process
- April – Jan. CTE Writing Teams working meetings (10 months)
- Feb. 2009 CTE TEKS go into rule text
- Mar. 2009 SBOE discussion of CTE TEKS
- May 2009 First reading and filing in Texas Register
- July 2009 Second reading and adoption of CTE TEKS  
(SBOE to approve CTE TEKS no later than Sept. 1, 2009)

# WORKFORCE PIPELINE IS BROKEN

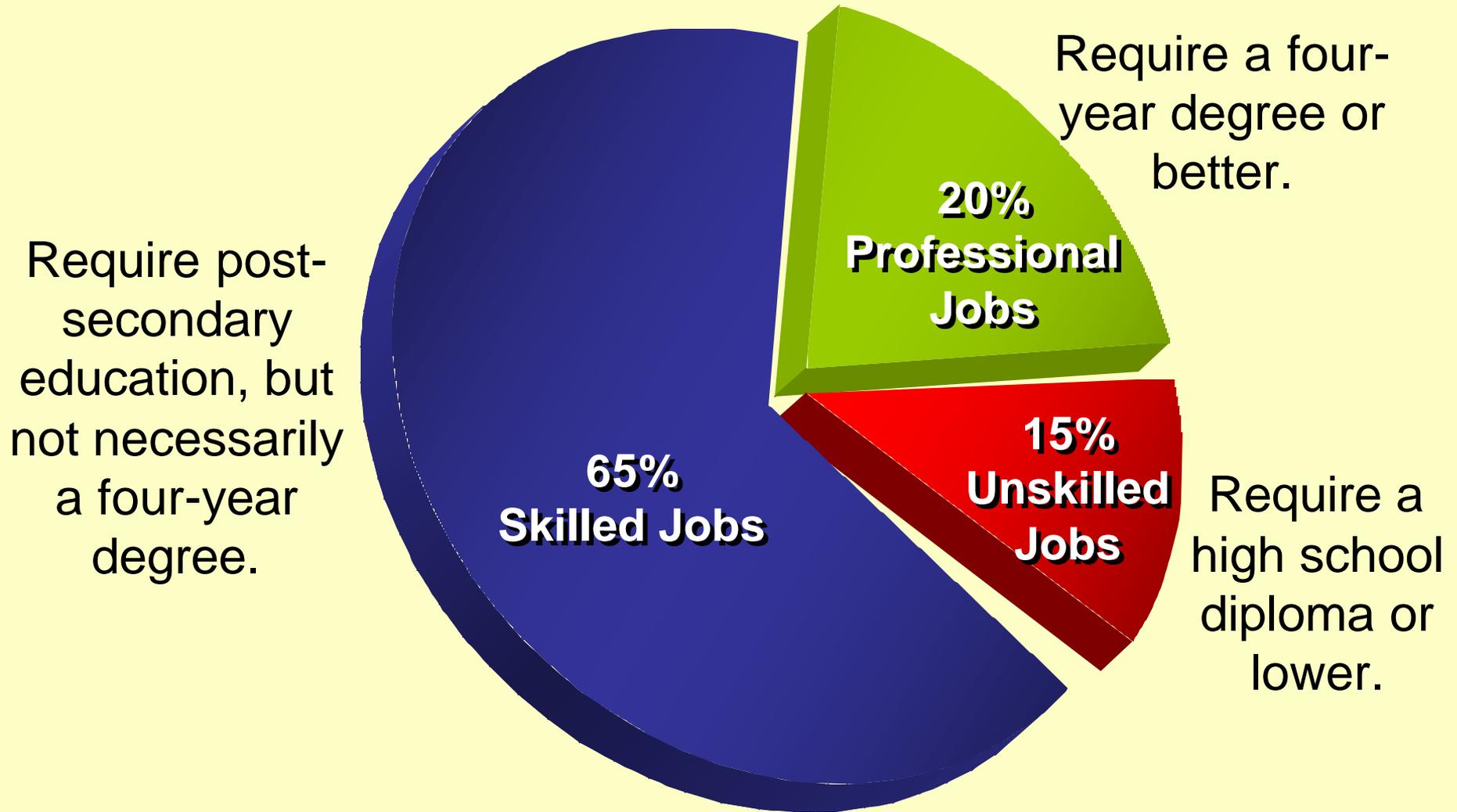


# 1950's Workforce Model



Source: Competition in a global economy. The Career Cluster Solution. Debra Mills, CORD

# Today's Workforce Model



Source: US Bureau of Labor Statistics, 2004.